

Message Text

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PAGE 01 MANILA 04752 270704Z
ACTION EB-08

INFO OCT-01 EA-12 ISO-00 USIA-15 /036 W
-----002676 270708Z /11

R 270627Z MAR 78
FM AMEMBASSY MANILA
TO USDOC WASHDC
INFO SECSTATE WASHDC 3432
AMCONGEN HONGKONG
AMEMBASSY SEOUL
AMEMBASSY TAIPEI

UNCLAS MANILA 4752

COMMERCE PLEASE PASS TO ITR BASILIO LIACURIS
SEOUL PLEASE PASS TO USIS PUSAN

E.O. 11652: N/A
TAGS: BEXP, RP
SUBJ: PRELIMINARY REPORT: PACKAGING USA
VIDEO/CATALOG EXHIBITION, MANILA, PHILIPPINES

1. THE PACKAGING USA VIDEO/CATALOG EXHIBITION WAS HELD
AT THE U.S. EMBASSY BALLROOM IN MANILA, MARCH 20-22, 1978
FROM 10:00 A.M. TO 8:00 P.M., THE THREE-DAY SHOW WAS A
SUCCESS, WITH ALL 21 PARTICIPATING FIRMS SHARING 781 REQUESTS
FOR CATALOGS AND 83 REQUESTS FOR AGENCY/DISTRIBUTORSHIP
AGREEMENTS FROM 509 VISITORS, 221 OF WHOM REGISTERED. THE
FOLLOWING STATISTICS PROVIDE A THUMBNAIL SKETCH OF THE SHOW
RESULTS:

A. NUMBER OF PARTICIPATING FIRMS	21
B. NUMBER OF PARTICIPATING FIRMS SEEKING AN AGENT/DISTRIBUTOR	10
C. NUMBER OF VISITORS	509
D. NUMBER OF REGISTERED VISITORS	221
E. NUMBER OF CATALOG REQUESTS	781
F. NUMBER OF AGENCY/DISTRIBUTOR-	

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SHIP INQUIRIES	83
G. NUMBER OF PARTICIPATING FIRMS RECEIVING TRADE INQUIRIES	21

2. THE COCKTAIL RECEPTION TO OPEN THE SHOW WAS WELL ATTENDED,
WITH OVER 200 VISITORS PRESENT DURING THE RIBBON-CUTTING CERE-
MONY BY SECRETARY OF TRADE TROADIO T. QUIAZON, JR., ASSISTED

BY ATTY. ANTONIO BONNOAN, PRESIDENT OF THE PACKAGING INSTITUTE OF THE PHILIPPINES AND THE ASEAN PACKAGING FEDERATION. PROMOTIONAL CAMPAIGN AMONG THE PROSPECTS, FOLLOWED UP BY INTENSIVE TELEPHONE CAMPAIGNS ATTRACTED HIGH QUALITY VISITORS.

3. USIS GAVE EXCELLENT SUPPORT IN PROVIDING PRESS AND TELEVISION COVERAGE OF THE OPENING CEREMONY, AS WELL AS POSTERS, SIGNS AND THE VTR SUPPORT EQUIPMENT FOR THE SHOW. ADMIN. ALSO GAVE US SUPPORT IN CONSTRUCTION OF VIEWING ROOMS AND ELECTRICAL CIRCUITS.

4. ITR BASILIO LIACURIS CONTRIBUTED GREATLY TO THE SUCCESS OF THE SHOW. HIS EXPERTISE PROVED HELPFUL IN GUIDING MANY VISITORS TO THE RIGHT SOURCE OF EQUIPMENT FOR THEIR SPECIFIC NEEDS.

5. A FULL AIRGRAM REPORT FOLLOWS.
NEWSOM

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 27 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
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Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780132-0595
Format: TEL
From: MANILA
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1978/newtext/t19780322/aaaaasrg.tel
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Litigation History:
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Message ID: cdbc12bd-c288-dd11-92da-001cc4696bcc
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Original Classification: UNCLASSIFIED
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TAGS: BEXP, RP
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